

Sandra J. Paske  
Secretary to the Commission  
Public Service Commission  
PO Box 7854  
Madison, WI 53707-7854

WISCONSIN PUBLIC SERVICE  
COMMISSION

2007 SEP 17 A 10:02

RECEIVED

Robyn A. Tonkin  
716 Arbutus St.  
Rhineland, WI 54501  
September 11, 2007

Ref: Investigation of Area Code 715 Relief

Dear Ms Paske:

I read with interest the Notice of Investigation concerning area code relief for Northern Wisconsin. I did not agree at all with the industry finding that a geographic split plan for area code relief would cause hardship to industry. In this day and age, industry prints letterheads, business cards, billing forms, checks and government documents such as W-4 forms in the workplace using workplace computers and office publishing software. I myself, a housewife, own a device which prints, copies, scans and faxes quite credibly, and I bought the machine for \$55.

Furthermore, I do not believe that "industry" should have the deciding voice in this matter. "Industry" may pick up and leave for someplace else at any moment, as the people of the Northwoods well know. "Industry", furthermore, wastes telephone numbers. There would not be a shortage of telephone numbers if it weren't for the proliferation of questionable uses for them— such as an individual customer having a home landline telephone number, and a second telephone number dedicated to their voice mail.

So, in my opinion, the residents of Northern Wisconsin, since we are going to be residing here, and will feel the greatest effect from an area code change, should have the deciding voice in whether an overlay or geographic split is used when a new area code is implemented.

In this matter, I concur with "industry". I do not wish to have to use an area code every time I make a telephone call, doing so somehow interferes with my perception of my hometown area as folksy or "small town". However, using the overlay approach will cause the least upset. This will be the most seamless way to accomplish implementation of a new area code, and cause the least dislocation to the greatest number of people.

Therefore, I believe that the overlay approach should be the preferred alternative when a new area code is introduced to Northern Wisconsin.

Thank you for giving me an opportunity to comment.

Sincerely,

*Robyn A. Tonkin*  
Robyn Tonkin